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Advertising Age

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More 'very strong' fare coming, Silverman vows

By MAURINE CHRISTOPHER

NEW YORK—NBC will not adjust its schedule to counter the early prime time shifts already made by ABC and CBS, Jane Pfeiffer is not leaving to return to parent RCA and this season of network tv surprises hasn't seen the last of them yet.

These were some of the more intriguing things NBC president Fred Silverman said when interviewed by phone late last week about his reaction to NBC's prime time resurgence.

While obviously pleased with the initial ratings which put him ahead in the season-to-date prime rankings, the country's most famous and highest paid network programer did not rush to predict a '79-'80 win.

"It's a long season," he said cautiously, "and one that may be talked of for years to come." His earlier forecast of NBC leadership by December, 1980, still stands, and he is well supplied if, or most likely when, mid-season replacements are needed.

In the first three weeks of head-to-head competition this fall, NBC leads the home ratings with a score of 19.7 to 18.8 for ABC and 17 for CBS.

NBC ratings surge continues. See Page 114 . . . Klein praises Silverman. See Page 109.

"All I want is improvement," Mr. Silverman said, "And there is improvement." The $1,000,000 exec's detractors say NBC took the early Nielsen's by upfront loading of blockbuster movies, big name specials, sports and other nonseries fare. Such talk, he feels, obscures the fact that all along the line NBC is doing better than last year.

As examples, he cited the Tuesday leadoff hour where shares are up from below 20 to 32 or so and the "Buck Rogers" Thursday hour where the audience has doubled.

Nor does he agree that NBC frontloaded all the good stuff to get off to a fast start. "In November and December we have very, very strong, highly competitive material coming up," Mr. Silverman noted.

He mentioned a guest appearance for Victor French on "Little House on the Prairie" (the actor used to be on "Little House" before moving on to ABC's "Carter Country"), another two-hour feature for the high-rated "CHiPs"; a visit by Gary ("Diff'rent Strokes") Coleman to "Buck Rogers," and a three-hour crossover between "Sheriff Lobo" and "BJ and the Bear."

In the inventory are 30 hours of Christmas programing. NBC will offer more shows than usual in this category, since the boss sees no reason to abdicate that field to CBS.

"We've got to continue to operate as though we were No. 4," Mr. Silverman said. "This means we'll be working even harder."

Was ABC overconfident this fall when it moved some of the network's biggest hits? Mr. Silverman wouldn't comment. But he did in effect dismiss ABC by repeating his earlier forecast that the network tv power struggle of the '80s will be between NBC and William Paley's CBS.

The last available weekly national Nielsens put NBC first, as almost always, in the wakeup hours and late night; second in news, and third in daytime and the Saturday kidstrip.

Asked if he plans to devote more time to

(Continued on Page 114)

Europeans rally behind Cook; Visa travelers check entry set

By ELSPETH DURIE

LONDON—Two moves made in Europe last week threatened to shatter the longtime American dominance of the estimated $31 billion international travelers check business and launch an era of intense competition in the industry.

A group of European banks, meeting in Brussels, announced the formation of a joint organization to issue uniform travelers checks in a number of currencies. Led by the Deutsche Bank and two other leading German commercial banks, financial institutions from 17 countries, including the Societe Generale of France, the Societe Generale de Banque of Belgium and all the leading Scandinavian banks, voted overwhelmingly to use as their main instrument the system of Thomas Cook & Sons, the largest travelers check issuer outside the U.S.

David McWilliam, assistant general manager of the Midland Bank, which owns the Thomas Cook travelers check operation, confirmed that the initiative would involve the sale of Thomas Cook's nonsterling travelers check division to the new group for a sum of approximately $50,000,000.

Cook's system already includes eight currencies, some of them issued in conjunction with various European banking partners. Mr. McWilliam said that Cook's sterling checks, as well as the separate ones now issued by the Midland Bank, would combine to form the nucleus of the British contribution to the pool.

Scarcely was the Brussels announcement out when Visa International chief Dee Hock issued a statement that Visa would actually start operation of its own interna-

(Continued on Page 114)

By JOSH LEVINE

NEW YORK—While the first Visa International travelers checks may only ripple the surface of the worldwide market when they appear next month, Visa is preparing a U.S. advertising splash for next spring to help push it toward the goal of 10% penetration by the second year of operation.

As it moves toward a direct confrontation with American Express Co., Visa has readied an initial domestic budget of $13,000,000 to support the checks and its brand name in network tv, radio and magazine ads, according to bank sources.

That figure will be supplemented by the separate budgets of Visa check issuers, which could add considerably to the total ad outlay.

▪ Visa also is considering raising the initial ante, possibly by levying a one-time advertising charge on large issuers, sources report. Issuers of checks in the U.S. pay Visa USA 0.15% of check volume to support brand advertising, a commission rate that is reduced over time.

"In time, we think we can match American Express ad spending, taking into account a budget augmented by independent banks," said Robert Sanders, vp-advertising, Visa USA.

First National Bank of Chicago will begin issuing Visa checks Nov. 1, aided by a network of sales agents—banks, savings & loan operations and other institutions—that will sell them at some 300 locations.

Visa's largest projected issuer at this point, Barclays Bank, is expected to start its own operation early next year, when, like First Chicago, it will issue checks here and abroad. In overseas markets, Visa will be fac-

petition from Thomas Cook checks, now that a group of European banks plan to take over the British company's international operations.

▪ While Visa USA, the domestic arm of Visa International, has been conducting massive direct mailings to pave the way for introduction, it will hold off on consumer advertising until the full complement of issuers and agents is under way.

For the first years of operation, Visa is counting on familiarity with its brand name—known interna-

(Continued on Page 114)

Toyota's better-late-than-never front-wheel drive entry, the Corolla Tercel, is targeted for massive multimedia backing in the first quarter, beginning this week, as the importer embarks on its new "Oh what a feeling" campaign—via Dancer Fitzgerald Sample. *(See Page 16.)*

Magazines try to sustain growth

By BERNICE KANNER

SOUTH HAMPTON, BERMUDA—Even as the industry's average pretax profits approach 10%, magazine publishers, wary of shrinking revenue and profit margins in the coming decade, are pulling out all stops to shore up their bottom lines.

With legerdermain, born of learned cost controls, the industry should continue to grow at about 13% a year in the early 1980s, shy of the 20%-plus gained in each of the past three years, but still ahead of the 10% to 11% growth expected in the national economy, based on projections of Robert J. Coen, McCann-Erickson senior vp. Separately, many publishers speculated they would hold their own during the recession, but would experience no real growth.

Such news greeted some 550 attendees—a record number—at the 60th Magazine Publishers Assn./American Society of Magazine Editors joint meeting here in a tropical floral and fauna wonderland.

▪ The postal problem that has plagued the industry in the 1970s will continue to pester it in the '80s. The scarcity of paper that has forced publishers to scamper for additional sources, pay hefty premiums and use cruder stock will fade—barring strikes—as more capacity comes on stream. For now, however, strikes cannot be barred. Just last week, workers at a Louisiana Crown Zellerbach Paper plant walked out. Hearst's magazines and CBS publishing are among CZ clients.

▪ In one panel, advertisers and agency execs explored the ways technological improvements in broadcasting could affect magazines. John Andersen, manager of advertising and merchandising services, major appliance business group, General Electric, sounded a sour note by telling publishers that increasing personalization of tv "strikes at the heart of your business. Serve your readers well while there are still plenty of them around," he said, and warned that libraries of books will be replaced by libraries of videodiscs.

Mr. Andersen also predicted that advertisers would sponsor videodiscs with money siphoned away from magazines.

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last minute news

Trailways exits O&M for newly formed agency

DALLAS—Trailways Inc. moves its account Nov. 15, from Ogilvy & Mather, Houston, to Stern/Monroe, Dallas. The new shop is being formed by departing Glenn, Bozell & Jacobs execs Thomas F. Monroe, corporate creative director, and Lawrence N. Stern, account services director. Both worked on Trailways at Glenn, Bozell before the account went to O&M in 1977. Billings haven't been set, but are expected to be much lower than 1978 and 1979 levels. The busline has discontinued its advertising until next year in order to evaluate future plans.

Hefty breaks new ad splash minus Winters

NEW YORK—An $8,000,000 tv campaign for Mobil Corp.'s Hefty garbage bags breaks today, the first from Ted Bates & Co. Ads feature the theme, "Tough enough to overstuff." Comedian Jonathan Winters is no longer spokesman.

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Insulation ad case pits Congress vs. FTC

By RICHARD L. GORDON

WASHINGTON—Congressional sensitivity to complaints about the Federal Trade Commission has brought the Senate into a potential crossfire among rival companies intent on protecting their positions in the home insulation market.

That is the picture emerging in the wake of demands by Sen. Howard Cannon (D., Nev.), chairman of the powerful Senate commerce committee, that the Federal Trade Commission justify a key part of its rule covering insulation advertising and labeling or delay it for up to a year.

The dispute is a taste of what could be in store for marketers in the future as more and more businessmen take their complaints about FTC, often based on threats to their particular competitive situation, to a Congress more willing than ever before to intervene.

The insulation ratings are extremely sensitive to marketers in that industry since the same rule requires the ratings to be carried prominently in advertising and on labels, with point of sale information also required in an effort to make them more significant in consumer buying decisions.

Sen. Cannon has walked into a marketplace battle pitting the giants of the home insulation market—Owens-Corning Fiberglas, Johns-Manville and CertainTeed—against hundreds of small cellulose insulation makers.

The big companies—which dominate the market with their familiar rolls of mineral wool and fiber glass insulation—got Sen. Cannon's ear when they said FTC was insisting they use a new test to rate their products while other federal agencies urged delay.

FTC said the test now in use overstates the insulating ability of the fiber glass/rock wool products by 10% to 15%; giving the big companies an unfair advantage.

The cellulose industry apparently was caught off guard. While the trade association representing the fiber glass/rock wool makers made their case directly to the Senate consumer committee, no cellulose maker got to the senator or to the committee's staff.

"They [the fiber glass makers] are using the Senate committee to further their business interests," fumed Bill MacKenzie, executive director of the Cellulose Manufacturers Assn. last week. "They're asking for what amounts to another season's delay in toeing the line like everyone else has had to do."

Sen. Cannon has warned FTC that he will take whatever action is needed to see that the insulation rule does not become effective this Nov. 30 unless the commission can better explain why the one year delay is not warranted.

FTC officials last week said they will be checking with the other federal agencies involved to see if they are firm in their positions that a delay is needed. They were unsure whether the test controversy would delay the effective date of the requirement for disclosing the insulation capacity, or "R" value, in ads.

The mineral wool companies have formally asked FTC to postpone the rule, and have also complained that the disclosure requirements are so detailed that a 30-second tv spot would have to run 57 seconds to include them.

Besides the unfolding insulation dispute, there were also these developments in the continuing political battle over controlling the FTC:

- The Senate consumer subcommittee, after roasting the FTC members earlier this month (AA, Oct. 8), closely questioned Washington attorney Patricia B. Bailey, the Republican nominated to fill FTC's vacant fifth seat for a term that expires less than a year from now. She was not, however, asked for her views on FTC's controversial proposals to restrict tv advertising to children, although her appointment will provide FTC with the quorum needed to get kid ad rulemaking moving again.
- FTC's new budget remained tied up in congressional disputes involving other agencies; a provision barring FTC from finalizing pending industrywide rules or starting new rulemakings, insisted on by the House and reluctantly agreed to by the Senate, will probably last through mid-November.
- Action on proposals to give Congress a veto power over all FTC industrywide rules is still a week or more away in the House, and still further off in the Senate, where the hottest debate is expected.

MR magazine study joins fray

By LEAH ROZEN

NEW YORK—Take out the calculators, rulers and fine point pens. Magazine Research Inc., the newest entry into the magazine research ranks, releases its first full report on 166 magazines Oct. 18.

The release of the report is expected to put magazine publishers and ad agency media executives in a dither as they pore over the Magazine Research figures and compare them with those already released by rival Simmons Market Research Bureau.

Comparisons won't be easy to make because SMRB releases its figures as readers per copy and MR is releasing total readership figures for magazines and will not have its readers-per-copy figures ready until later this month or next.

What MR will be releasing this week are figures on total audience, a complete demographic breakdown of that audience (sex, age, income, etc.), and the quality of the audience (time spent reading and interest expressed in the magazine). Last week, MR released what it labeled as "top-line information" on the total audience, male and female breakdown, median age and household income of 140 magazines and magazine groups.

- Timothy Joyce, chairman of Magazine Research, said he anticipated that the release of the top-line figures and the two volumes making up the complete report will cause "a considerable amount of debate and discussion."

That debate and discussion will revolve primarily around the accuracy of the MR and the SMRB figures, their differences and the research methods used to obtain those figures. MR uses the recent reading research method; SMRB uses its own version of the recent method for 100 publications and the through-the-book method for 44 magazines.

When Simmons released its figures last month, the recent-reading-technique magazines showed readership jumps of 90%

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Litton plugs in new ad theme

By JACQUES NEHER

CHICAGO—Litton Microwave Cooking Products, which has been "changing the way America cooks" in its advertising since it went national and grabbed a heavy chunk of the nascent category in 1974, next month will drop that line and switch its focus to the end product—food.

Pushing the new theme, "Litton helps families eat better," the company will spend $10,000,000-plus in network tv and magazines, beginning Nov. 6. About three-fourths of the budget will go into tv, according to Richard Klegon, vp-marketing for the Minneapolis company.

- The campaign, he said, "will show off the better eating quality that microwave ovens can provide, using situations that families have encountered." Testimonial-type magazine ads, for example, will be headlined with questions like, "Do Carol Kane's frozen vegetables taste better than yours?" or "Does the Unnasch family eat better than yours?"

The tv spots also will be of the testimonial variety, stressing, among other things, the economy of reheating leftovers, which, employing a microwave oven, "are more acceptable," Mr. Klegon said.

One reason Litton may have dropped its slogan is that by 1979 it realized there were other companies changing the way America cooks. Since the category took off in the mid-'70s, Litton watched its

(Continued on Page 116)

Gentleness is the key word in advertising for Andrew Jergens Co.'s new line of hair care products containing "pure, natural springwater" (AA, Oct. 1). Spring Feeling shampoo and companion conditioner will be aimed at teens via December magazine ads. Net tv campaign, featuring a group of country music singers, starts in November. Cunningham & Walsh is the agency.

highlights

Monday, October 15, 1979

VW's 1980 line will include a Rabbit convertible, a more luxurious bus and its first pickup truck. *See Page 4.*

Datsun will attempt to overtake top importer Toyota with its '80 line. *See Page 4.*

Bristol-Myers Co. has hired Hollywood's Dick Block as cable and syndication program consultant, hoping for a hedge against conventional tv price hikes. *See Page 6.*

A Texas architectural company is trying to set up a nationwide network, similar to what real estate companies have done. *See Page 10.*

Toyota will be substantially increasing its tv schedule to introduce the front-wheel-drive Tercel and a new advertising theme. *See Page 16.*

A survey has found that consumer complaints about false or misleading ads have fallen to their lowest levels this decade. *See Page 20.*

The success of its Brown hair care line has brought Vidal Sassoon back to food and drugstores for introduction of a skin care line. *See Page 24.*

Many tv and movie producers, publishers and advertisers once again are sinking their teeth into the vampire legend. *See Page 36.*

Ogilvie has boosted its ad budget to close to $2,000,000 from about $300,000 and added tv for the first time. *See Page 40.*

Suntan centers are growing in popularity—especially in the Sunbelt. *See Page 50.*

United Way's current campaign on NFL football telecasts tackles new problems. *See Page 59.*

Estee Lauder will debut its Prescriptive product lineup this fall. *See Page 60.*

Robert LeFever, Philadelphia-based ad consultant says that the cost of a bad client is much higher than the financial loss of losing a prospect. *See Page 63.*

No headline or block of copy is so dear that it can't be changed to the client's advantage, says Sam Katz. *See Page 64.*

Bill Robinson touts comics pages as fertile fields for promotions and coupon ads. *See Page 66.*

Lou Haugh reports on A.C. Nielsen's findings on 13 factors that affect coupon redemption. *See Page 66.*

Auto Armor is another entry into the auto rustproofing market. *See Page 72.*

National Advertising Division of the Council of Better Business Bureaus resolved 13 challenges to national advertising last month. *See Page 96.*

World War II and 1940s fashions figure in licensing tie-ins for Universal's Christmas movie, "1941." *See Page 99.*

Spot tv street prices for prime time continued to show modest gains. *See Page 101.*

General Instrument Corp. introduces Teletrack, a betting facility for travel-weary residents of southern Connecticut. *See Page 103.*

Paul Klein, NBC's former top programer, has nothing but praise for Fred Silverman and offers some comments about ABC and CBS. *See Page 109.*

Bristol-Myers and its agencies should disclose aspirin content in drug ads, an FTC judge recommends. *See Page 114.*

Tenneco's Sun Giant brand of dried fruits and nuts will be getting a tv and newspaper drive costing over $3,000,000. *See Page 116.*

Section 2

To marketers, research can be the make-or-break key. Section 2/Market Research looks at the field today, as well as at the upcoming 25th annual conference of the Advertising Research Foundation—beginning opposite Page 58.

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Pillsbury gets set to serve Pasta Perfect

By LARRY EDWARDS

CHICAGO—Pillsbury Co.'s surprising shift of its American Beauty Macaroni account last week from W. B. Doner & Co. to Botsford Ketchum, apparently was the result of a competition between the two agencies on developmental work on an entirely new product in the pasta area.

Although Pillsbury's group vp Edgar Mertz declined to discuss that product (except to say that it will be "breaking shortly"), sources reveal the company is readying an entry called Pillsbury's Pasta Perfect.

Pasta Perfect is said to be pasta in a pouch (inside a box), which is added to boiling water for cooking. Sources describe the idea as similar to Riviana Foods' Success rice, which does not have to be drained. Advertising reportedly will tout no mess, no sticking, no draining.

The new product is clearly coming from the company's American Beauty unit, but sources report the box will carry the blue Pillsbury symbol, not American Beauty's red roses. That indicates Pasta Perfect may be slated for markets outside American Beauty's current marketing territory—the western and central U.S.

(Continued on Page 114)

Researchers in demand

(Continued from Cover)

ple, and they are shocked at what some of the jobs are going for."

Especially hard hit are companies recruiting individuals to work in smaller cities.

"The risk of changing jobs in New York or Chicago is not that great," says one recruiter, "but if someone is considering relocating to a job in Louisville, for example, he begins to wonder, 'What are my opportunities if the company decides to cut back?' "

It is generally conceded that the most crucial shortage is among marketing recruiters with three to six years experience. The belt-tightening and cutbacks in research training programs that came in the early 1970s combined to cut sharply the number of new entrants into marketing research during those years. Although many training programs have been reinstated, the number of individuals with the kind of experience needed at the middle management level is still quite low.

"A couple of years ago, it was impossible," recalls Marcia Fleschner, a recruiter with the Smith's Fifth Ave. headhunting company. Because of the resurgence in training programs, Ms. Fleschner is convinced that "in a year or so, the lack of 1970 to 1974 people won't be as much of a problem any more."

According to figures compiled in CASRO's annual survey of member survey research companies, for example, third-level project directors enjoyed a 12.3% jump in average salary from 1977 to 1978. This was the highest increase among all the management positions surveyed, and was markedly higher than the 7.8% increase posted by the companies' chief executive officers, for example.

■ At the high and low ends of the market research ladder, it is much more of a buyers' market. At the top, there is a surplus of qualified individuals competing for the highest management positions, while at the entry level, one recruiter claims that, "If I put out an ad for trainees, I'd have 500 people in my office the next day." These entry level positions come with a salary of $9,000 to $12,000 a year for those with bachelor's degrees, according to various sources.

Of the many factors that can affect a market researcher's chances to be hired or promoted, most observers agree that getting an MBA degree is the single most important step an individual can take. It can also add, depending on the school and the hiring company, several thousand dollars to a starting salary.

"An MBA is critical now," says New York-based recruiter Dick Bryant. "People may be hired without an MBA, but need it to move up."

"The important degree used to be the master's in social science, but now the trend is for the MBA," agrees Mr. Werner. "Now a market researcher not only needs to be able to handle data, but also to be able to put it into a market orientation."

Communications skills also are becoming more important.

"As marketing research plays a greater role" in marketing decision-making, says Ms. Fleschner, "it becomes more important for researchers to express themselves." #

B.G. Yovovich is a free lance writer in Chicago.

Rate of Salary Increases of Market Research Companies, 1977 to 1978

Position	All companies	Below $2,000,000	$2,000,000 to $3,900,000	$4,000,000 and up
Chief executive officer	7.8%	6.1%	13.6%	5.7%
No. 2 corporate exec	8.6	5.8	11.4	11.2
Profit center head	12.1	10.7	14.5	10.4
Top field exec	11.2	11.5	8.3	13.3
Top client services exec	10.9	11.4	11.3	10.3
Research group manager	12.1	10.9	15.3	11.4
Top project director	11.5	10.7	12.6	11.3
2nd level project director	10.0	12.0	9.4	8.9
3rd level project director	12.3	14.9	7.9	12.3
Top electronic data processing exec	12.1	9.0	15.1	9.9

Note: Figures at top represent amount of business a company does annually.

Source: Council of American Survey Research Organizations.

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VOPAN
MARKETING RESEARCH

Ad pages in farm publications for 9 months, 1979-1978

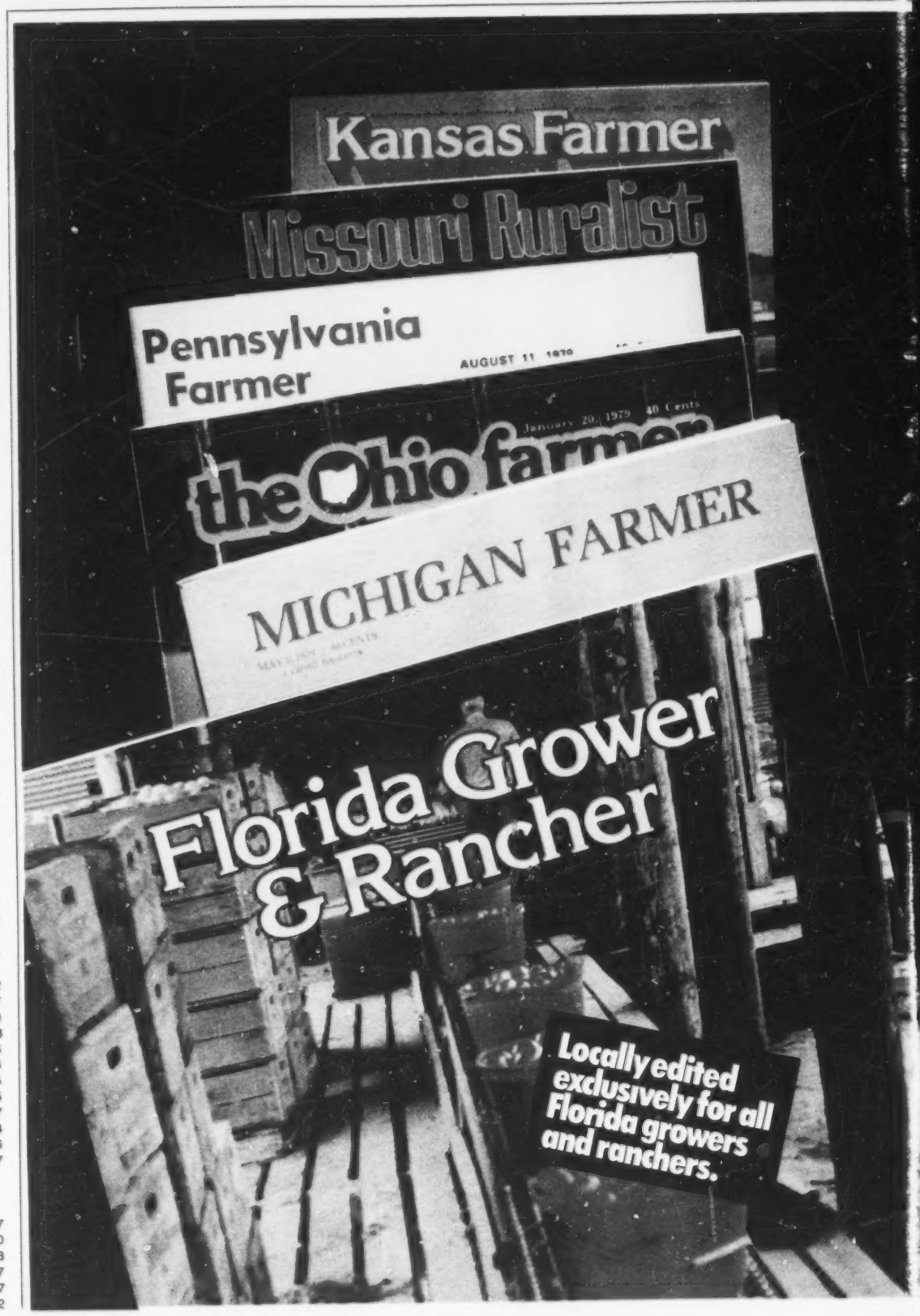
Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General farm publications

	Pages			
	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
American Agriculturist & The Rural New Yorker	122.6	114.2	369.7	350.2
Measured in lines	93,185	86,761	281,122	266,230
◇Big Farmer	16.6	18.0	127.1	99.3
Measured in lines	7,109	7,742	54,538	42,585
†§California Farmer (sm)	135.3	134.9	538.2	537.7
Measured in lines	102,865	102,483	409,082	408,672
Cotton Farming:				
Midsouth	52.9	31.5	318.1	269.1
Measured in lines	22,218	13,230	133,602	113,022
Rice Farming	—	—	144.4	102.0
Measured in lines	—	—	60,648	42,840
Southeast	47.7	29.5	290.4	260.1
Measured in lines	20,034	12,390	121,968	109,242
Texas-Oklahoma	40.7	29.0	227.5	206.2
Measured in lines	17,094	12,180	95,550	86,604
Western	34.7	26.5	208.6	185.2
Measured in lines	14,574	11,130	87,612	77,784
Average 5 editions	44.0	29.1	261.5	230.1
Measured in lines	18,480	12,222	109,830	96,642
Dakota Farmer: (sm)				
#North Dakota Edition	221.1	182.1	678.3	57.0
Measured in lines	168,069	138,417	515,506	437,509
#South Dakota Edition	222.7	190.4	689.1	585.1
Measured in lines	169,230	144,697	523,729	444,643
Weighted Totals	221.9	186.0	683.7	580.1
Measured in lines	168,653	141,373	519,674	440,908
§Farm Futures	55.1	50.2	247.0	229.9
Measured in lines	23,638	19,951	105,963	98,640
Farm Industry News	80.4	88.9	342.5	311.3
Measured in lines	31,145	67,627	260,324	236,585
Farm Journal	115.1	103.0	566.3	544.5
Measured in lines	49,374	44,180	242,938	233,573
Farmer-Stockman Unit: (mon)				
Kansas-Farmer-Stockman	28.7	33.3	114.8	122.6
Measured in lines	21,817	25,328	87,260	93,213
Oklahoma Farmer-Stockman	37.0	44.4	141.2	153.3
Measured in lines	28,195	33,776	107,331	116,505
Texas Farmer-Stockman	34.9	42.0	142.0	173.2
Measured in lines	26,598	31,954	107,963	131,692
*Harvest Publishing Unit: (sm)				
Kansas Farmer	191.4	138.3	684.5	555.6
Measured in lines	145,499	105,086	520,233	445,984
Michigan Farmer	197.4	187.8	634.7	603.2
Measured in lines	150,064	142,756	482,359	458,418
Missouri Ruralist	221.7	181.0	767.5	635.6
Measured in lines	168,489	137,561	583,316	483,046
Ohio Farmer	299.0	277.2	923.2	829.5
Measured in lines	227,227	210,686	701,659	630,447
Pennsylvania Farmer	160.6	157.0	573.5	553.0
Measured in lines	122,087	119,347	435,882	420,326
High Plains Journal: (w)				
Central Kansas	234.8	190.9	711.2	589.6
Measured in lines	262,979	213,769	796,498	660,380
Colorado-Nebraska	223.7	186.3	686.7	581.3
Measured in lines	250,534	208,702	769,143	651,098
Oklahoma-Texas	224.3	200.3	719.4	605.3
Measured in lines	251,220	224,354	805,739	672,978
Western Kansas	274.4	230.4	846.4	732.4
Measured in lines	307,275	257,981	947,922	820,302
§Irrigation Age	59.3	71.1	287.1	366.4
Measured in lines	25,470	30,530	123,176	157,204
Kentucky Farmer (mon)	72.4	59.7	308.2	278.6
Measured in lines	55,075	45,420	234,299	211,740
Lancaster Farming	1,217.4	1,187.6	3,857.7	3,426.9
Measured in lines	1,636,268	1,596,213	5,184,941	4,607,214
Midwest Farm Paper Unit: (sm)				
The Farmer	335.8	288.8	1,120.4	995.2
Measured in lines	255,224	219,507	851,533	756,352
Nebraska Farmer	405.8	353.4	1,244.1	1,068.0
Measured in lines	308,460	268,695	945,532	811,800
§Prairie Farmer:				
#Illinois Edition	546.6	541.3	1,467.5	1,419.2
#Indiana Edition	579.4	499.8	1,510.9	1,384.7
Average 2 Editions	560.4	523.9	1,485.8	1,404.9
Measured in lines	425,897	398,181	1,129,205	1,067,683
§Wallaces Farmer	361.4	322.2	1,204.7	1,063.5
Measured in lines	274,655	244,852	915,533	808,256
Wisconsin Agriculturist	287.5	255.4	905.4	790.5
Measured in lines	218,518	194,092	688,129	600,775
▲Pecan South	19.3	16.6	79.1	63.7
Measured in lines	8,106	6,972	33,222	26,754
§Progressive Farmer	153.0	177.9	553.3	683.6
Measured in lines	64,258	74,710	232,384	287,127
Specialized Agricultural Publications:				
▶Flue Cured Tobacco Farmer	—	—	144.0	145.7
Measured in lines	—	—	26,199	27,690
Peanut Farmer	12.0	12.8	115.0	166.8
Measured in lines	5,112	5,453	48,990	71,057
§Successful Farming (mon)	113.1	101.4	606.7	555.7
Measured in lines	48,539	43,511	260,284	238,402
Tennessee Farmer (mon)	34.1	31.7	144.1	132.0
Measured in lines	25,944	24,103	109,533	100,321
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	106.8	118.6	351.6	377.0
Measured in lines	81,148	90,108	267,187	286,506
Colorado Rancher & Farmer	123.8	112.1	444.3	417.6
Measured in lines	94,076	85,196	337,628	317,364
Northwest Unit Farm Magazines:				
Idaho Farmer-Stockman	136.0	145.2	620.6	574.7
Measured in Lines	103,342	110,389	471,653	436,741
Montana Farmer-Stockman	202.5	171.9	785.6	701.9
Measured in lines	153,924	130,609	597,028	533,447
Oregon Farmer-Stockman	136.6	124.9	535.2	477.7
Measured in lines	103,787	94,926	406,755	363,063
Utah Farmer-Stockman	118.1	112.5	443.0	402.0
Measured in lines	89,754	85,473	336,716	305,498
Washington Farmer-Stockman	136.6	135.1	558.8	513.1
Measured in lines	103,831	102,685	424,692	389,926
Wyoming Farmer-Stockman	242.0	239.4	724.0	718.4
Total Group	7,928.8	7,644.3	27,788.8	25,395.4

Notes: §Sectional linage included but prorated to circulation of regional editions.
†Published twice a month, except July, August and December, monthly.
*Published twice a month except June, July and December, monthly.



Ad pages in farm publications for 9 months, 1979-1978

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Pages			
	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
▲Published six times a year. ◇Published 11 times a year. #Not included in totals. A. California Farmer corrects 6-mo. figures as follows: Apr-June '78—172.1 (lines 130,825); Jan-June '78—402.8 (lines 306,189).				
Dairy & livestock				
§Beef Magazine	111.6	71.5	205.2	233.4
The Cattleman (mon)	311.4	286.7	886.0	845.1
Dairy Herd Management	102.8	75.5	335.9	290.0
§Drovers Journal	462.8	400.4	932.3	829.3
Feedlot Management	76.7	44.2	224.0	181.0
Florida Cattleman (mon)	241.4	200.1	675.6	590.9
§Hoards Dairyman (sm)	211.5	189.3	737.2	665.9
Hog Farm Management	148.7	123.6	513.2	443.6
†Livestock Breeder Journal (mon)	487.5	500.7	1,111.7	1,101.5
National Hog Farmer	210.6	158.4	637.7	540.1
Pig American	69.2	27.1	173.9	72.6
Southern Beef Producer	100.0	73.4	225.9	215.0
**Southern Hog Producer	36.0	15.3	153.5	82.7
▲Sunbelt Dairyman (mon)	26.4	22.9	104.9	99.6
Dairy: (mon)				
Full Edition	40.1	29.0	117.3	92.8
Western Edition	38.0	40.4	91.4	77.7
◇Livestock: (mon)				
Central Edition	131.0	137.2	377.3	396.1
Western Edition	184.4	169.6	421.4	392.1
Southern Edition	87.8	90.2	268.2	238.3
Western Livestock Journal				
Weekly:				
Central Edition	78.7	65.0	280.7	238.7
Western Edition	104.9	93.2	341.2	289.1
Western Livestock Reporter/Montwyo News (W)	235.6	167.3	713.2	788.0
Total Group	3,497.1	2,981.0	9,527.7	8,703.5

Notes: §Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. Jan.-Sept. '79. Includes 175.4 pp in Georgia, North Carolina, Virginia, Kentucky state editions. Jan-Sept. '78, includes 250.4 pp in Georgia, North Carolina, Virginia, Kentucky state editions.

Fruit & vegetable				
American Fruit Grower (mon)	104.7	127.1	366.7	388.2
American Vegetable Grower (mon)	160.6	127.1	677.4	388.2
Citrus & Vegetable Magazine	99.6	78.8	255.4	234.0
Florida Grower & Rancher	32.8	13.8	81.2	80.4
Total Group	397.7	346.8	1,380.7	1,090.8
Poultry				
Broiler Industry	189.8	178.7	562.2	462.7
Poultry Digest	94.6	86.0	296.7	256.7
Poultry Tribune	116.3	101.2	352.3	321.2
Total Group	400.7	365.9	1,211.2	1,040.6
Canadian				
Country Guide (mon)				
#Eastern Edition	114.3	94.1	396.3	395.0
#National Edition	176.1	146.9	710.0	673.9
#Western Edition	133.4	106.6	493.7	460.1
Average 3 Editions	141.3	115.9	533.4	509.7
Le Bulletin des Agriculteurs (mon)	170.0	181.0	601.0	646.0
Total Group	311.3	296.9	1,134.4	1,155.7

Notes: #Not included in totals.

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- Incorporates the *Florida Field Report*.
- Locally edited exclusively for all Florida growers and ranchers.
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- Qualities for the Harvest Farm Unit discount.
- Controlled circulation of 32,511.

Meet Bill Deitenbeck, editor of *Florida Grower & Rancher*. Bill comes to the publication from *Florida Field Report*, now incorporated into *Florida Grower & Rancher*. His editorial efforts have won him numerous awards and honors from the Florida agricultural community and for journalism.

Bill will be headquartered in Orlando, Florida.

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Good news for dieters:

Now Slender Instant with dietary fiber helps maintain your well-being while you control your weight.

Slender with added "dietary fiber" is promoted by Carnation in newspaper pages in major markets. Copy says Slender now gives dieters "the opportunity to include fiber in their diet without adding additional calories." SSC&B, Los Angeles, handles.

Spot prices up modestly for most top markets

By MAURINE CHRISTOPHER

NEW YORK—Prime time spot tv rates for the fourth quarter continue to show mainly modest gains in all the top 20 markets except Dallas, which fell 5.5% below last year's levels.

According to the October SQAD Report, street price increases for prime time 30s on network affiliates ranged from 9.5% in Washington to 1.9% in Houston. These cost per household rating point estimates are based on buys made as of Sept. 27 by a sampling of leading ad agencies.

Prices and volume were strong, but not dramatically so, said Marvin Richfield, president of Spot Quotations & Data. Price hikes, he noted, had been tempered somewhat by late buying, especially on the part of "bread and butter corporations, airlines and several other seasonal advertisers."

In general, prices tended to sag temporarily until demand picked up as the '79-'80 season got under way, he indicated. The Dallas market reportedly dipped over-all because the stations there broke the line too early.

■ The SQAD president attributed the late buying this fall to caution over the recession's possible impact on consumers and to management concern over committing ad funds that might be needed to reach their predicted profit goals.

In the weeks to come, Mr. Richfield has pinpointed early and late fringe as periods to watch, since expensive, newly syndicated programs like "M*A*S*H" and "Happy Days Again" will start their local runs.

Late fringe for October, which includes independents as well as affiliates, looked particularly healthy in Philadelphia, at a $106 cpp, and in Boston, at $101. The quotations ranged from $132 in New York to $11 in Wilkes-Barre. Early fringe went from $132 in New York to $32 in San Diego to $10 in Wilkes-Barre.

Accompanying the 51-market spot buying guide is the 200-market planners report giving daypart projected costs for the next six quarters. Forecasts for prime time in New York call for a cpp of $371 for the second quarter of 1980 and $381 for the fourth.

Comparable projections for other cities: Los Angeles $279 and $287; Chicago $194 and $200; Philadelphia $170 and $175 and San Francisco $175 and $180. #

October 'street' prices for spot tv on network affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '79 vs. '78
1. New York	$356 (+5.3%)
2. Los Angeles	283 (+5.6%)
3. Chicago	187 (+3.9%)
4. Philadelphia	166 (+3.8%)
5. San Francisco	169 (+4.3%)
6. Boston	158 (+4.6%)
7. Detroit	127 (+5.8%)
8. Washington	104 (+9.5%)
9. Cleveland	71 (+ 6%)
10. Pittsburgh	81 (+ 8%)
11. Dallas	104 (- 5.5%)
12. Houston	105 (+1.9%)
13. St. Louis	55 (+5.8%)
14. Minneapolis	75 (+8.7%)
15. Miami	102 (+7.4%)
16. Seattle	80 (+5.3%)
17. Atlanta	87 (+6.1%)
18. Tampa	77 (+2.7%)
19. Baltimore	77 (+6.9%)
20. Indianapolis	55 (+ 7%)

Market combinations at a glance -cpp

Ranked by market size	Prime time October	cpm
1-10	$1,654	$6.69
11-20	817	8.83
21-30	524	8.01
31-40	315	6.06
41-50	260	5.82

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Sept. 27. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron/Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain or loss over October, 1978, is shown in parentheses.

King to buy KTVB

King Broadcasting Co., Seattle, will buy ABC affiliate KTVB-TV, Boise, Ida., from KTVB Inc., if the Federal Communications Commission approves the sale. King Broadcasting owns three tv and nine radio stations, and also operates a number of cable tv systems in the West, through King Videocable Co.

Morley leaving AmEx

American Express Co. announced the resignation of Roger H. Morley as president, a title that is being retired when he leaves Dec. 31. Alva O. Way, formerly senior vp-finance at General Electric, is moving to AmEx to assume Mr. Morley's duties as vice-chairman.

Mr. Morley, who reported to chairman James Robinson III, said he left to seek the top spot somewhere else, but sources viewed Mr. Morley's failure to secure an AmEx takeover of McGraw-Hill as a factor in his departure.

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A complete summary of Ad Dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

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